

Abstract

**INFORMATION APPLIANCE COST SUBSIDY**

5           A video information display business system is disclosed. In accordance with  
the system an information appliance (300) having an advertising display area (202)  
permanently disposed within a working display area (200) is provided. Advertising  
information is displayed in the advertising display area (202) and is not dependent upon a  
non-advertising application being run on the information appliance (300). The system  
10   comprises a software upgrade of the non-advertising application, the upgrade has an  
upgrade cost and is offered to an owner of the information appliance (300) for an upgrade  
price. The software upgrade has space for the advertising information. The system also  
comprises an advertising space cost determination means which is adapted to determine  
an advertising space cost for an amount of the space to be offered to an advertiser. The  
15   upgrade price determination means is adapted to determine the upgrade price dependent  
upon a difference between the advertising space cost and the upgrade cost. A price  
adjusting means is also provided and is adapted to adjust the advertising space cost in  
order to decrease the upgrade price.